

MAY, 1957

Legal

PARKERGRAMS

FOR PARKER PEN DEALERS

Putting the PARKER TOUCH To Television

THE caress pictured on this page rivals in its importance those shared by Paris and Helen, Caesar and Cleopatra, Grace and her prince. The delicate stroke of fountain pen on female cheek signals a complete reversal of the accepted concept of fountain pen filling. It announces for the first time in the history of writing, clean, automatic filling with no gadgets to twist and nothing to wipe.

This caress—the soft caress of Parker 61 to the pretty face of Carole Mathews—will be seen by millions upon millions of people during the coming weeks as Parker unveils an extensive series of spot television commercials.

Parker advertising specialists have purchased time on tv stations from New York to Honolulu and in 76 key markets in between (see listing page 8). Advertising Director George A. Eddy personally supervised the shooting of high-powered 60 and 20 second commercials which dramatically point up the amazing features of the amazing Parker 61 pen—a pen that fills itself, by itself, in just 10 seconds and does so without mess.

But spot television in 78 markets is only part of the Parker Spring advertising story. Other items on the agenda include full-page, four-color and black and white advertisements in **Life, Post, Time, New Yorker, Newsweek, Look, American Weekly, This Week**, independent Sunday supplements and college newspapers.

In addition to this full array of promotions, the June issue of **Coronet** magazine will feature the “longest and most thorough paid advertisement ever devoted to writing instruments.” Eight pages of full-color. Eight pages telling the story of almost the entire line of Parker pro-



ducts. Eight pages designed to bring customers up to pen counters all over the nation—and bring them there asking for Parker, by brand name.

To provide a tie-in between the **Coronet** ad and the dealers' pen counter, promotion men have adapted the ad artwork, itself, to a sleek new counter-top display. It's a smart reminder to consumer traffic that this pen counter has the famous Parker products they saw in **Coronet**.

With television, tons of print advertising and tie-in display material, the Spring of '57 should be a memorable one for the pen retailer who is willing to make it so.

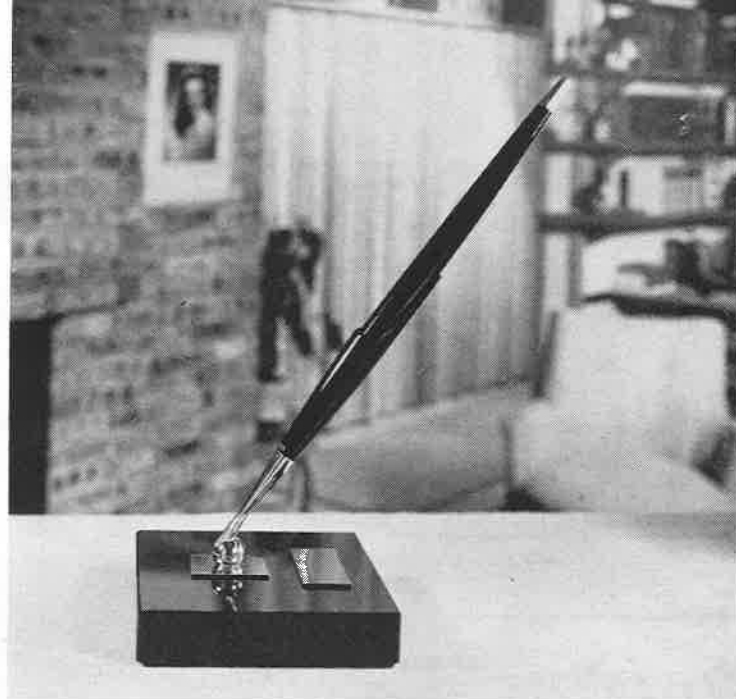
*From the library of the
Pen Collectors of America*



*Support the hobby.
Join today!*

New Profile on Parker Desk Sets

The new look in Parker desk pen sets is the hour-glass look—smooth tapering plastic blending into metal. And for the first time, the socket or pen receptacle bears product identification. The name Parker appears in crisp white letters just above where metal joins plastic.



Dealers Favor Parker F-T Stand

“What price Fair Trade?” That question, together with Parker Pen’s answer, was presented in a letter mailed from Janesville in early April. It was addressed to all of the company’s franchised dealers in states having fair trade laws in force, and was signed by domestic sales chief John G. Mack. It read:

“What price Fair Trade? Well, last year it cost Parker Pen plenty—time, effort and a king-sized stack of chips.

“Was it worth it? First, let us tell you a little about that time, effort and money, then we will tell you, as a valued dealer, a little about our hopes and plans for the fair trade principle as it relates to our mutual interests.

“In 1956, fair trade entailed huge expense in administration of its new Franchise program, legal and court fees, lost sales and outlay for re-purchased merchandise. For one of the giants of industry, such expense might be easily foregone. For Parker, it represents a heavy burden.

“There is no easy way to give this support to you as a representative of sound retailing. Our Eastern fair trade counsel, one of three across the country, reported thusly last week: ‘In seven Eastern states alone, Parker instituted a total of 200 fair trade actions . . . wherein 151 injunctions or submissions were obtained, while 49 are awaiting decisions.

“‘Pending as well are 220 investigations of suspected fair trade violations. Seventy similar investigations were closed in January, 1957 when investigation showed the retailer to be observing Parker’s minimum fair trade prices. Parker has won injunctions against leading Eastern discount houses in New York City, Boston, Baltimore and Allentown, Pa.’

“That’s an inkling of what fair trade costs. What does it buy? Hopefully, it buys us the right to protect our valued brand name reputation built up over 69 years. Hopefully, too, it gains Parker the respect and cooperation of its valued dealers throughout the land in all fair trade states.

“If our efforts in behalf of fair trade do not achieve both of these reasonable goals, we are laboring and spending in vain.

“We are determined to support fair trade principles as long as workable laws and dealer support exist. May I thank you for your aid and moral support.

Cordially,
John G. Mack
Assistant Vice President”

Reaction from dealers was immediate and enthusiastic! By return mail came many, many comments, some quickly dashed off on the back of the original correspondence, others formally typed on business letterhead. But all personal attitudes toward Parker Pen’s aims.

“We are with you 100 per cent,” wrote L. V. Huggins of Chapel Hill, N.C. “It is very gratifying to see any company, particularly a large one, still fight for what is right,” said D. E. Liles in Columbus, Ohio. And from Albert’s Drug in Arkansas City, Kans.: “You are doing a very creditable job. You can count on our support.”

Wrote D. Francis in Centralia, Ill.: “We have to depend upon fair traded merchandise being held at the fair price in order to offset our overhead . . . Therefore, we heartily welcome the news in your letter.”

“I don’t think you lose sales,” wrote Andre Bertrand of Lowell, Mass., “I think fellows like me display your product more and really try to sell your product as we know your company protects us.”

But Harold B. Shapira of St. Paul, Minn., caught the central thought of all the comments and the guiding reason for Parker’s efforts to support the fair price structure. His letter read, in part: “The success that Parker has had over a period of many years has been one well earned and labored for. To protect Parker’s position of prestige, Parker has chosen wisely to continue its Fair Trade practice . . . Without mark-up, the individual merchant would be completely eliminated. Fair trade gives us the protection necessary for survival.”



WORDS from the WISE

AS more and more new Parker 61 pens pass from dealer to consumer hands, more and more comments on the pen's performance find their way back to Janesville. Almost without exception, the 61 owners express fabulous delight with all features of the 61. We selected some interesting comments for presentation in this column. By geographic location, they read:

Denver, Colorado: "It never leaks, never blots and always writes easily without scratching. The only thing I don't like—sometimes I can't find it and end up using a ball point that I detest."

Stockton, California: "Makes writing with ink as easy as writing with a pencil."

Jacksonville, Florida: "I like its feel and looks. Greatest improvement since invention of fountain pen."

Somerset, Ohio: "Knowing the performance of Parker products I was anxious to get the newest model. My "51" has given perfect service. The 61 is excellent."

Appleton, Wisconsin: "Am very thrilled with its smooth writing ability. I like the performance of my new 61 because it takes much less time to write a letter. I like my 61 particularly because I do not have to fill it so often, and do not at any time get ink on fingers."

Warren, Arizona: "Miraculous filling—long lasting ink supply. Ease in writing—even ink flow. It couldn't be 'perfecter' (my son's childhood expression)."

Springfield, Illinois: "It's a real beauty, it is the 'Cadillac' of the pens. I had thought the model "51" was good but this is better."

Modesto, California: "My husband selected the Parker 61 because he has a "51" and likes it very much. I particularly like the design appearance and method of filling. A marvelous advancement it certainly outmodes other methods."

Philadelphia, Pennsylvania: "To my knowledge 61 is the best on the market. Congratulations. The method of filling is fantastic."

Detroit, Michigan: "The 61 is the best by far. This is the primary reason for buying a new pen."

Middletown, Connecticut: "I particularly like the filling feature. It's heavenly—really the only reason for purchase as there is nothing wrong with my "51"."

Wheeling, West Virginia: "I particularly like the ease of writing and compliments I get on its beauty."

Los Angeles, California: "I asked my sports loving husband what he liked about it? He gave me the Damon Runyon definition of class. Its grace and beauty—the arch of a thoroughbred's neck—the flick of a prizefighter's glove—you either got it or you ain't and 61 has it."

Washington, D. C.: "Beats any pen on the market. It's beautiful!"

May Day In Canada

THE new Parker 61 pen was officially launched in Canada on May 1. And far from being a mere repetition of the U. S. introduction, officials of the Canadian company planned a complete line of display materials and their own introductory advertising.

About the only thing which was not original to the Canadian promotion plan was a press information kit designed by the U. S. company for its September introduction of the 61. The kit was, however, "Canadianized" before it was sent out.

May 1 kicked off an extensive newspaper advertising campaign on the new pen and this will be followed by ads in such national magazines as *Maclean's*, *Le Samedi* and *Reader's Digest*. Plans also called for a test of spot television in one of the provinces.



Women in Research At Parker Pen



IT wasn't long ago that it was pretty generally felt that "woman's place is in the home" and no place else! But the ladies, themselves, set to work to disprove the old adage and today, they believe they have done it.

One man who thoroughly agrees with them is Fred Wittnebert, director of laboratories in Parker Pen's product planning division. He has this to say about the 20 or more female laboratory assistants who work under his supervision:

"These young ladies are tremendously important to the division and to the company," he said, "because they perform the time-consuming detail work, thus freeing our professional people for the creative planning and researching."

Visitors invariably find the girls expertly operating such technical gadgets as metalographs, oscillographs, temperature and pressure recorders, comparators, viscosity recorders and numerous special unnamed devices peculiar to writing instrument research. But the toughest assignment that can be given to a lab girl is fountain pen analytical and diagnostic work. "Determining what is wrong with a particular pen is a tough job for anybody," said Wittnebert. "We have a couple of gals who amaze me with their

capabilities in diagnosis."

There are three levels or grades for women working in Parker laboratories. Wittnebert classifies them as Junior Research Assistants, Research Assistants, and Senior Research Assistants.

The classifications stem more or less from this analysis: Juniors understand how to do what they are assigned. A Research Assistant understands the how of her assignment and also what can be expected to result. A Senior Assistant understands how and what and in addition will have a relatively high understanding of why the results are what they are.

Research laboratory women are selected because of their technical

aptitude and experience. Some, have been school teachers while others have nursing experience. On an average, they have at least two years of college.

Consultants visiting the Product Planning Division, said Wittnebert, "are often amazed at the capabilities of the young girls we have in our labs. This probably stems from a policy we have," he said. "We make it a matter of routine to assume that nothing is too complicated to teach to a lab girl. Sometimes," he concluded, "they will fail to grasp it, but more often than not they will do better than we had expected."



MAYFLOWER II

THE Mayflower II set its sails before the wind and headed out onto the Atlantic on April 20, three centuries after the original Mayflower undertook to sail to America. Mayflower II duplicates that venture in every detail.

Parker Pen of England saw to the fashioning of goose quill pens, cut to correct shape with a reproduction penknife of 1600. Ink used aboard the small ship was mixed in the company's Dover plant from the exact formula used in the time of the Pilgrims.

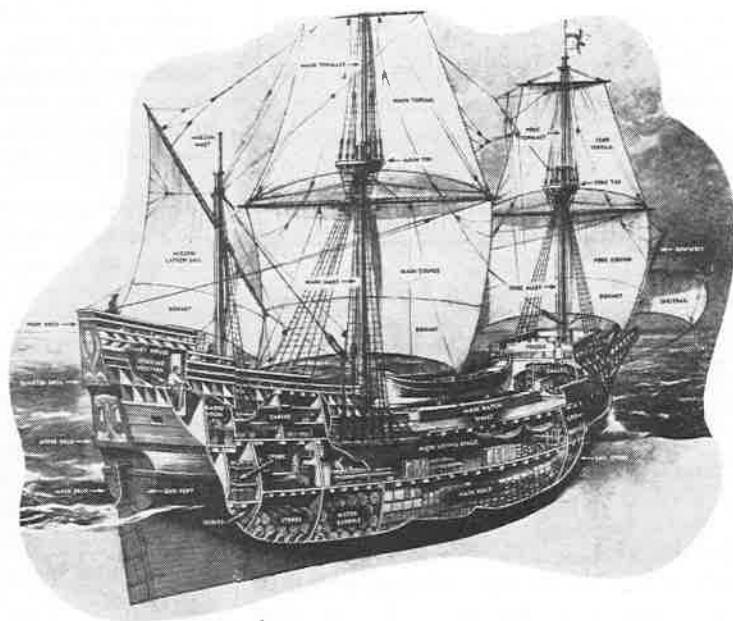
In addition, officials of the English company presented the ship's captain, Commander Alan Villiers, his officers, crew and passengers, with Parker "51" pens and a selection of pens from the company's Duofold line. The pens were specially engraved with an effigy of the Mayflower, together with the dates 1620 and 1957.

For exhibition, the company provided an oaken museum case containing replicas of writing equipment used in the 17th century. The case will become a permanent feature of the ship when it reaches the U.S.

On board the Mayflower II is still another chest, this one bound for Janesville. It is the gift to Daniel Parker from the English company. It contains four antique silver ink stands, together with a commemorative scroll.

So, this venture of the little wooden sailing ship is more than just a fine goodwill gesture between Britain and the United States. It is also an exciting reminder of the close link between Parker and Parker, on both sides of the Atlantic. For in 1636, 16 years after the sailing of the original Mayflower, William and Mary Parker, ancestors of the present-day officials of the Parker Pen Company, left Dover, England for America.

Time has come full circle.



Gift Booklet For Jewelers



The slim beauty and grace of the Parker 61 pen, together with its luxury price have created a fountain pen far more compatible with costly jewelry than any fountain pen designed to date. Sales executives at Parker Pen are well aware of this truism, and by way of acknowledging it, they have come up with a promotion piece intended primarily for jewelers.

They secured the permission and cooperation of America's leading social arbiter to reproduce excerpts of "Amy Vanderbilt's Complete Book of Etiquette" in a delightful 20-page booklet. Included in the center of this booklet is a reprint of the eight-page **Coronet** ad on Parker products which features almost the entire line.

Two hundred and fifty thousand

"The Etiquette of Everyday Correspondence" booklets have been run and will be distributed to jewelers, complete in handsome display boxes (see cut). They are to be given free to all customers, simply for the asking.

The booklet covers such subjects as the sequence of pages in a letter, addressing social envelopes, letters that must be handwritten, bread and butter letters, love letters, invitations and many other facets of social correspondence etiquette.

The jeweler is sure to find "The Etiquette of Everyday Correspondence" an excellent way of introducing his customers to the experience of seeing with their own eyes a Parker 61 pen as it fills itself and comes out of ink as clean as before it was put in.



PARKERGRAMS

May, 1957

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LETTERS

Good Theme

Hello! My name is Parker "21". I came to this wonderful world with the great help of the Parker Pen Company in Janesville, Wisconsin, and now I live in New England. I want to tell you once and for all how to take care of me, because if you drop me a single time more I'll quit my job. You know I'm well bred and I can't take rough handling. Besides, I don't get paid much anyway, just one or two fillings a week to do all your English themes, shorthand notes, history and "cousin Royal knows what else." All I'm asking you to do when you fill me is to press my side rib three times, then wipe my pen point with a tissue, because you don't like to go around all dirty and wet either, and, when you're not using me, do keep me in your pencil pouch with the lesser of your writing utensils. Well, that's all I have to say for now so let's get busy on that Religion. Oh, I almost forgot, Please pay me with Superchrome ink, that's the only liquor I really relish.

This is a theme I handed in for my English assignment, and, my teacher thought you would be interested because it is about a Parker Pen.

Ann Marie Korang
New England, North Dakota

Many colorful endorsements have been heaped on Parker pens, but none as bizarre as this one: Authoress and playwright Vicki Baum writes us that "... it might interest you (to know) that in my research and contacts with primitive peoples and tribes, I found that nothing will open a chief's or village elder's heart faster than the gift of a Parker pen."

Tough Course for Top Brass

by Earl Best

(When Earl Best, secretary-treasurer of Parker Pen, returned from successfully completing the Advanced Management Program at Harvard's Business School, he set down some thoughts on what he had experienced. What he wrote is particularly timely, since Frank W. Matthay, vice president in charge of foreign sales, is at Harvard right now living Mr. Best's words and Philip Hull, v.p. in charge of manufacturing has already done so.—Editor)

The Advanced Management Program of the Harvard Business School had its beginning as a war production course in 1941. Its objective was to assist the war effort by increasing the effectiveness of industrial leaders in rapidly expanding war industries. The success of the initial courses, followed by the demands for a concentrated development program for experienced business and military leaders, culminated in the Advanced Management Program.

The general objectives might be summarized as follows:

- To make the participant a better man in his job.
- To develop men for advanced positions of wider responsibility.
- To impart a better understanding of human relations.
- To emphasize the company's responsibility to the public, to its employees and to the government.

A regular class consists of approximately 160 men. The Army, Navy and Air Force each have about five candidates. From 25 to 35 candidates are enrolled representing 12 to 15 foreign countries. The remaining men are from 30 to 35 different states, with New York having the greatest number.

There are no educational prerequisites for the course. The school is more concerned with what a man has accomplished since he stopped going to school than with how well he did in his formal training. The program seeks to secure in each class as wide a diversity of business experience as possible.

In our class there were 37 different types of industry represented with personnel from every phase of management. The average age of the candidates is about 46 years.

Instruction is by case method. Case studies are descriptions of real business situations which executives are facing and acting in today. Classroom discussion largely displaces the lecture as a medium for the presentation. Original thinking is required rather than merely memorizing answers offered by instructors. For the most part, there is not a "yes" or "no" answer. Consequently, opinions and conclusions are argued among the members. I do

not recall of one case where we had unanimous agreement. And there were six subjects: Business Policy, Administrative Practices, Cost and Financial Administration, Marketing Administration, Problems in Labor Relations, and Business and the American Society.

The Harvard Business School is located directly across the Charles River from Cambridge, in Boston. Participants live in dormitories on the Business School campus. They are divided into study groups, ranging from six to eight men in each. Breakfasts and dinners five and a half days per week are served at Kresge Hall, the school's new dining room facility. On Saturdays and Sundays the members usually break up into small groups for dinners.

Monday through Saturday, there are three classes a day, one hour each. Assignments are of such length that in a 24-hour day there is not enough time to feel fully prepared for classes.

The day usually commences shortly after 7 a. m. and if a fellow is lucky, he may retire by 1 a. m. This leaves little time for outside hilarity and as a consequence, there is none. To provide breathers in the 13-week course, there are two vacation periods of four days each.

Suffer the Little Children

In over 5,000 schools throughout the country, many hundreds of grammar school students are furiously trading letters, a result of Parker's recently inaugurated Pen Party program to help teach letter writing.

One of these schools is located on the arid flatlands of Arizona, 17 miles south of Phoenix. It's called St. John's Mission, is operated by a Franciscan order of nuns, and consists entirely of Indian boys and girls. In certain cases, Parker also supplies writing instruments to needy schools. St. John's was one of these.

Showing their appreciation, each fifth grade student painstakingly composed a letter of thanks. At the top of each is a carefully conceived crayon drawing of a typical desert scene. But the words carry the greatest message, words that give far more value than the small expenditure in pencils. A 12-year-old, identified only as Mildred, wrote this: "Thank you for the pencils ... There are Pima, Papago and Apache children in our class. But no matter what we are, we can learn anything and your pencils help us learn."

If you have a story to tell about your business, tell it to us and we'll try to use it on the "Window Shopping" page of this publication.



WINDOW SHOPPING

A long time Parker Pen dealer is the LaMarre Pen Shop in Milwaukee. And for a good many years, the shop occupied second floor quarters on East Wisconsin avenue. But on May 1, Fabyan LaMarre held a formal opening at a new location. The new ground floor spot at the corner of East Michigan and Water streets provides far more floor space than the old place, and judging from the photo, Parker gets a preferred position. (In that picture, the man with the bowtie is Mr. LaMarre.)

New Location For Milwaukee Pen Specialist



Man of Action

A writer of action-filled western novels would have to be a man who likes the feel of tough, dependable mechanisms like '45's and precision-made writing tools. A. B. Guthrie Jr. is such a man. He's author of such top westerns as "The Big Sky" and "these Thousand Hills" and he used a Parker Jotter when he autographed copies of the latter book at the Tribune Printing and Office Supply company, Great Falls, Montana.



Pencil King

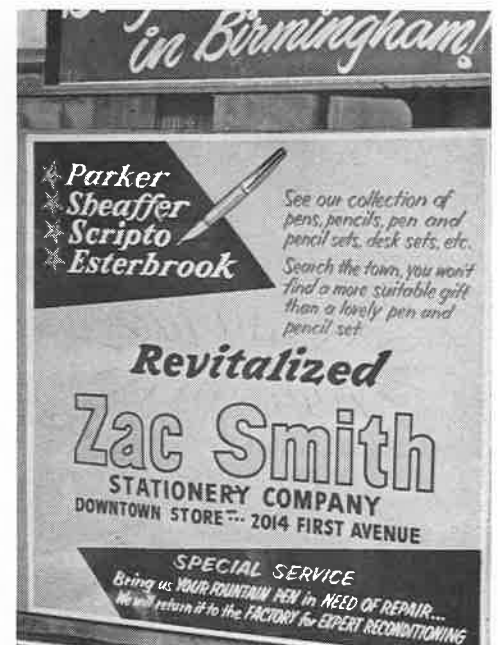


A man who really knows his ball point pens and mechanical pencils is Aubrey (Babe) Carruth, manager of a Columbia, Mo., liquor and sporting goods store. In eight years he has collected more than 1,500 of them—foreign and domestic, novelty and regular.

Carruth received the assistance of a few friends and his son, Bob, in building the collection. And, he's unloaded a good many duplicates by getting together with four other pencil collectors in Columbia to arrange a swap.

Smart Smith

When the Zac Smith Stationery Company in downtown Birmingham enlarged and remodeled recently, the firm placed 55 signs in city buses to announce the "revitalized" fountain pen show rooms. Prominent in each sign was a sketch of a smart Parker "51", proving the sales know-how of owner Mrs. Daisy Dean Smith Russen.



Pointed Tale

Dr. R. R. Killinger, of Jacksonville, Fla., has a unique keepsake. It's a tubular-shaped gold pen point which once was mounted in a pen owned and used by Sir Alexander Fleming, famed bacteriologist. Sir Alexander used the pen to write notes on his works on penicillin. You guessed it, the point is the smooth-writing "motor" of a Parker "51".





PARKER SPOT TELEVISION

(Music ... hands bow to audience.)
 Presenting the dramatically new ...
 Parker 61 ... the new gift pen that
 is entirely new in principle.
 It is the only fountain pen that fills
itself! Watch!
 In seconds the pen is filled by capil-
 lary action alone!
 Yet the reservoir remains clean and
 dry ... **no wiping necessary.**
 See how this transparent model
 draws in the ink. **No moving parts**
 to pump, squeeze, push ... or break!
 The Parker 61 with its capillary ink
 system is practically shock proof.
 Writes flawlessly, even high in the
 sky.
 Writes the smoothest, cleanest line
 you can imagine.
 As a gift, the Parker 61 shows excel-
 lent taste and imagination.
 (Music Finale.)



Cities in which you'll see Parker TV

New York
 Chicago
 Los Angeles
 Philadelphia-Wilmington
 Detroit
 Boston
 Pittsburgh
 Cleveland-Akron
 San Francisco
 Providence
 Milwaukee
 New Haven
 Washington
 St. Louis
 Baltimore
 Indianapolis-Bloomington
 Cincinnati
 Richmond
 Grand Rapids-Kalamazoo
 Minneapolis-St. Paul
 Charlotte, N. C.
 Kansas City
 Dallas-Ft. Worth
 Buffalo
 Louisville
 Dayton

Lansing
 New Orleans
 Miami
 Omaha-Lincoln
 Greensboro
 Tulsa
 Birmingham
 Jacksonville
 Denver
 San Diego
 Erie
 Norfolk
 Rochester, N. Y.
 Schenectady-Albany-Troy
 Seattle-Tacoma
 Oklahoma City
 Houston-Galveston
 Atlanta
 Columbus, Ohio
 Lancaster
 Syracuse
 Toledo
 Memphis
 Binghamton
 Huntington-Charleston
 Rock Island-Davenport-Moline

San Antonio
 Nashville
 Portland, Ore.
 Hartford-N. Britain
 Salt Lake City
 Ames-Des Moines
 Utica
 Spokane
 Sacramento
 Champaign
 Madison
 Scranton-W. Barre
 Hutchinson-Wichita
 Poland Spring, Me. (Mt. Washington)
 Green Bay-Marquette
 Portland, Me.
 Little Rock-Pine Bluff
 Phoenix
 Columbia, S. C.
 Duluth-Superior
 Valley City-Fargo
 Amarillo
 Great Falls
 Peoria
 El Paso
 Honolulu

